



Administrative Office of the Courts

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For Immediate Release

Louisville buses now rolling with messages encouraging jury service Jefferson County ads are part of new Juror Awareness Campaign

FRANKFORT, Ky., Oct. 7, 2016 – Louisville city buses are now hitting the roads with messages encouraging citizens to participate in the jury service process. The buses are carrying a mix of three advertisements with a shared message of “Jury Service Starts With You.” The bus banners are part of a campaign by the [state court system](#) and the [Louisville Bar Foundation](#) to reduce the number of Jefferson County citizens who do not appear when summoned by the courts for jury service.

In 2015, the appearance rate for Jefferson County residents summoned for jury service was 44 percent. A total of 34,388 residents were summoned.

“The aim of this exciting campaign is to draw the public’s attention to the importance of participating in the jury process,” said Marc Theriault, general counsel for the Administrative Office of the Courts. “We wanted a dynamic way to remind people how vital jurors are to making our justice system work. The legal system doesn’t work without juries and juries don’t work without people in our communities being committed to the process. We appreciate the Louisville Bar Foundation helping us get this message out.”

The AOC received a grant from the foundation on behalf of the Kentucky Court of Justice to fund the Juror Awareness Campaign. In addition to increasing the response and appearance rates of jurors summoned in Jefferson County, the campaign is designed to improve the public’s perception of jury service, increase jury diversity, and reduce fear of the legal process through education and access to information.

The bus ads provide high-visibility advertising on TARC buses that travel throughout the city.

The ads are:

- Jury Service: Justice for all starts with you. When called, please serve.
- Jury Service: A fair trial starts with you. When called, please serve.
- Jury Service: A jury of your peers starts with you. When called, please serve.

The problem of low juror response rates and morale is not unique to Jefferson County or Kentucky. Other states, including California, Indiana, Ohio, New York and Texas, have experienced similar issues. The Kentucky Court of Justice and the Louisville Bar Association's Public Interest Section used successful juror awareness campaigns in these states as a model to create the Juror Awareness Campaign.

In addition to the bus ads, the campaign consists of videos and social media to educate the public on the importance of jury service and the juror's role in the legal process.

The videos provide an overview of the jury system in Kentucky and information on what to expect as a juror. While the videos were created as part of the Jefferson County campaign, the information applies to any Kentucky citizen called upon to serve on a jury in state court. The videos and more information about the campaign are available on the Kentucky Court of Justice website at <http://courts.ky.gov/juryservicestartswithyou/Pages/default.aspx>, which is a section of the website dedicated to the campaign. To get to this section from the Kentucky Court of Justice home page, users can visit www.courts.ky.gov and click on Jury Service under Helpful Links

Tweets about the campaign will appear on the Kentucky Court of Justice's Twitter feed [@kentuckycourts](https://twitter.com/kentuckycourts).

Administrative Office of the Courts

The AOC supports the activities of nearly 3,400 court system employees and 404 elected justices, judges and circuit court clerks. As the fiscal agent for the state court system, the AOC also executes the Judicial Branch budget.

Bus Banners



Jury Service:
A fair trial starts with you!
When called, please serve.

#JuryServiceStartsWithYou courts.ky.gov

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